

CALIFORNIA OFFICE OF TRAFFIC SAFETY

Sept. 30 - Oct. 4	<b>Walk Our Children to School Week</b> Contact: NHTSA, 883/327-4236 or www.nhtsa.dot.gov
October 8-14	<b>National Drive Safely to Work Week</b> Contact: NHTSA, 883/327-4236 or www.nhtsa.dot.gov
October 10	<b>Put the Brakes on Fatalities Day</b> Contact: NHTSA, 883/327-4236 or www.nhtsa.dot.gov
October 20-26	<b>National School Bus Safety Week</b> Contact: NHTSA, 883/327-4236 or www.nhtsa.dot.gov
November 3-6	<b>Police Traffic Services Seminar, Palm Desert</b> Contact: David Doucette, 916/262-0957
November 25	<b>Automobile Speed Reduction Anniversary, 1973</b>
Nov. 28 - Jan. 1	<b>MADD Tie One On For Safety Holiday Ribbon Campaign</b> Contact: MADD National Office, 511 E. John Carpenter Fwy, #700, Irving, TX 75062. Phone: 214/744-6233, Fax: 214/869-2207, www.madd.org
Nov. 25 - Dec. 1	<b>Buckle Up America Week</b> Contact: Janet Lane, 916/262-0980, or www.ots.ca.gov
December 1-31	<b>California's Drunk and Drugged Driving (3D) Prevention Month</b> Contact: Janet Lane, 916/262-0980, or www.ots.ca.gov
December 31	<b>New Year's Designate a Driver Campaign</b> Contact: MADD National Office, 511 E. John Carpenter Fwy, #700, Irving, TX 75062. Phone: 214/744-6233, Fax: 214/869-2207, www.madd.org



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# OTS Tracks

THE OFFICIAL PUBLICATION OF THE CALIFORNIA OFFICE OF TRAFFIC SAFETY

FALL 2002

State of California  
Governor Gray Davis  
Business, Transportation and Housing Secretary Maria Contreras-Sweet

California Turns Focus On Upcoming Reauthorization Bill

**T**he California Business, Transportation and Housing Agency, and its Office of Traffic Safety are paying close attention this fall to Congress as it considers a new six-year spending plan associated with the Transportation Equity Act for the 21st Century (TEA-21).

TEA-21 is the lifeblood for all federal transportation funding including construction, mass transit, rail and traffic safety, and Agency Secretary Maria Contreras-Sweet has made it a priority moving forward. The current authorization from federal fiscal year 1998-2003 ends Sept. 30 of next year.

Key fact: Two funding sources, which account for more than half of all California traffic safety monies, are ending. Section 157 ends with the current authorization and Section 163 turns into a penalty program for states that have not passed a .08 Blood Alcohol Content law. While the penalty does not affect California, loss of the incentive funding will have a major impact on future funding.

What Is TEA-21, and How Does It Work?

Traffic safety funding for all states is allocated by formula within multiple sections under the Transportation Equity Act for the 21st Century, (more commonly known as TEA-21), and administered through the **National Highway Traffic Safety Administration (NHTSA)**.

Once California receives its allocation, the **California Office of Traffic Safety** acts as a pass-through agency granting the funds to state and local agencies for traffic safety programs in priority areas including Occupant Protection, Driving Under the Influence (DUI), Community Based Organization outreach, Emergency Medical Services, Police Traffic Services, and Traffic Records, to name a few.

Under TEA-21, California has received anywhere from \$30 million to \$55 million annually in basic and incentive funding because of its population size, excellent traffic safety laws, high belt use rates and low collision rates in various categories.

The table below outlines the OTS’ estimated fund sources for 2003, which clearly shows that incentive funding comprises a sizeable portion of the California allocation.

Funding Projections for California - FFY 2003

Fund Source	Fund Title	FFY 2003 (TEA-21)
402	Basic Highway Safety Program (based on population and roadway miles)	\$15,092,000
405	Occupant Protection Incentive Grants	\$2,010,000
410	Alcohol-Impaired Driving Countermeasures (incentive)	\$5,000,000
411	State Highway Safety Data Improvements (program funding ends in FFY 2002)	
157	Safety Incentive Grants for Use of Seatbelts	\$15,552,900
163	BAC Illegal Per Se Law (incentive)	\$11,000,000
2003 (b)	Passenger Protection Education	\$730,829
Totals	(projected estimates)	\$49,385,729

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# Director's Message

## California Eyes Stepped-up Seat Belt Campaign



OTS Interim Director  
Teresa Becher

Increasing the seat belt use rate is the most effective way of cutting the highway death toll. In 2001, motor vehicle collisions claimed the lives of 3,926 Californians, deaths that could have been prevented.

Moreover, only 54 percent of vehicle occupants killed in collisions were reported wearing a seat belt.

In fiscal year 2003, the **California Highway Patrol, Office of Traffic Safety**, and local law enforcement agencies will jointly engage in the most aggressive and comprehensive programs ever to increase seat belt use: the \$4 million **California Seat Belt Compliance Campaign**, designed to boost statewide seat belt usage to 92 percent by 2003.

The campaigns will last one week in November 2002 and May 2003, as part of the semiannual **ABC Buckle Up America** mobilization nationwide. Approximately \$1 million will be applied to local mini-grants; the remaining \$2.9 million will be used for a 4-week statewide public awareness effort to get the word out.

As a part of this endeavor, the CHP is doing research to determine who is not buckling up and why. What we do know is this: California's 91.1 percent seat belt use rate is the highest in the U.S. However, let me give you a human dimension to the statistics: in terms of raw numbers, the remaining 8.9 percent not buckled equals approximately 3.5 million vehicle occupants – larger than the population of some states.

Obviously, much work has to be done. But California, being the trend setting state that it is, is up for the challenge.

Seat belt use and enforcement are huge priorities with the OTS. We're asking all of our existing grantees to creatively participate in the various statewide mobilizations.

For example, in San Diego, moviegoers might see theater PSA slides and announcements; billboards with buckle-up messages tucked along roadways and freeways; and, public outreach efforts will be enacted in a number of different jurisdictions.

In Los Angeles, the **Los Angeles Police Department** has sought assistance from the City Controller's Office, who is responsible for paying all City employees on a bi-

weekly basis. The Controller's Office will print, free of charge, an educational/safety/event message on payroll checks for any City department. This will allow LAPD to distribute a message to 34,000 employees of the mobilization at no cost to the Department or the Project.

Looking ahead, California has applied for \$6 million in federal funds for the 2003-2004 campaign. But landing those dollars will depend largely on how successful we are in November. California is the national leader in seat belt compliance, but we're cognizant to the fact that other states are rapidly catching up.

Increasing seat belt use will save thousands of lives each and every year. If used correctly, seat belts can reduce injuries in a crash. Seatbelts are an important part of the safety equipment that is in every vehicle on our state's roads.

To our grantees that have worked tirelessly to educate others on seat belt use, a hearty "thank-you" is in order.

California is the nation's leader in seatbelt use and education, it's "A" grade from the National Safety Council for seat belt use is a worthy achievement. There's no reason why we cannot raise the bar and establish a new seat belt use standard. ●

### 'Reauthorization,' from Page 1

Proposing to continue adequate funding, OTS also recommends establishing one, large Section 402 Highway Safety Program that includes the basic program plus all incentive programs in "tiers." Currently, each of the programs requires a separate application making administration of the various fund sources more complicated than is necessary.

Eligibility for the incentive tiers should be based upon performance criteria which includes the state meeting any

one of the following: 1) passage of appropriate federal model laws, or; 2) showing continue incremental increases in performance measures, or; 3) the state consistently performing above the national average for the incentive category. These measures would simplify the funding process and provide stable, equitable incentive tiers to keep worthy programs moving forward.

A second recommendation is to continue the budget firewalls in TEA-21 to ensure funding is

appropriated at the authorized levels. Prior to TEA-21, it was not unusual for traffic safety money to be appropriated at greatly reduced levels. Protective language in TEA-21 guaranteed funding at authorized levels unless there was an actual budget deficit.

Last month, the OTS mailed information to all grantees providing background on TEA-21 and outlining important issues for reauthorization. A reauthorization section will

also be posted on our Web site. This effort is designed to enlist the support and assistance from grantees to help educate California's Congressional delegation on the importance of traffic safety in the reauthorization of TEA-21.

"Working together, we can ensure California receives stable funding that will foster continued success in saving lives and reducing injuries resulting from traffic collisions," said Becher. ●

## Grantees

## Sharing the Road



### ON TOP OF TECHNOLOGY

**Janette Fennell** of San Francisco-based **KIDS 'N CARS** has been scanning the Net for the latest techno gadgetry designed to keep children safe in and around cars. Fennell says, "There are several fascinating products now available to parents and drivers."

Among Fennell's favorites is the Guardian Alert, by Sense Technologies Inc. The sophisticated device that mounts to a rear bumper or trailer hitch employs Doppler radar to detect objects that might otherwise be missed in the rear-view mirror. A small alarm on the steering column emits a chirping sound and a flash of light when the vehicle comes within dangerous proximity to an object. The Guardian Alert is available for \$500, about the same as an insurance deductible if you are involved in a collision but a very small price to pay for the safety and well being of your children. For more information on this product visit [www.sensetech.com](http://www.sensetech.com).

Other Web sites recommended by Fennell include [www.americandealerservices.net](http://www.americandealerservices.net) and [www.donnelly.com](http://www.donnelly.com). Both sites feature similar devices that alert drivers to people, poles and other vehicles that are too close to the back of the vehicle.

### PUTTING A DAMPER ON DUI

**Dee Dee Gunther** of the **Roseville Police Department** reports rockin' results from their "Beware of the Seven" DUI saturation patrol, a joint effort with Placer County law

enforcement, following a concert at the Autowest Amphitheatre. Of the 115 cars stopped, only one DUI arrest was made. Gunther proudly claims, "The main benefit of saturating the after-concert routes is not in making a lot of DUI arrests, they're actually hard to detect because traffic moves slowly. Instead we hope to deter potential DUIs with a highly visible presence at these events."

Prosecuting Attorney **Mike Fletcher** and Defense Attorney **Al Lopez** of San Jose invited more than 200 students from Yerba Buena High School to witness an actual DUI trial. Designed to steer students away from drinking and driving, the "real" court trial provided a lesson in justice and the grave consequences associated with driving under the influence. The defendant was found guilty on one count of driving while intoxicated with a blood alcohol level of 0.8. The judge sentenced a fine of \$1,251, six days in the County's weekend work program, and a 90-day driving restriction. Following the trial, **Jackie Masso** from **MADD** told a sobering story of how a drunk driver affected her life. Local **CHP** officers were also on hand to demonstrate the effects of "Fatal Vision Goggles." Student evaluations revealed that 90 percent of those in attendance felt the program was useful in discouraging them to drink and drive. Santa Clara is the first county in California to offer this kind of program, which was developed by the **Traffic Safe Communities Network of Santa Clara County**. Partners include **Santa**

**Clara Valley Medical Center, Public Health Department, Superior Court, Office of the District Attorney, Office of the Public Defender, and Eastside Union School District.**

### KUDOS FROM KIDS

**Rod Lines** of the **Upland Police Department** receives constant thanks from the children he meets at safety seat checkpoints. "Children are happy when I reposition their car seat," says Lines. "It generally makes sitting in the seat more comfortable. The kids aren't being hit in the face and neck by the seat belt anymore, and they can see out the window because the booster seat lifts them up and puts them in the right position." And parents are equally grateful to him for ensuring their child's safety.

**TEENS SUPPORT SAFETY**  
Teens from **Central Valley High School** in Redding assembled for the Teen Motor Vehicle Occupant Subcommittee. Led by Subcommittee Chair **Jeff Mushkin** of the **Injury and Prevention Coalition of Shasta County**, the teens developed a seat belt observation



Students at Moore Middle School in Redlands get safety tips from local Firefighter **Fred Clark** at **Safety Day**.

study and produced a highly effective Public Service Announcement and other educational materials that helped boost seat belt compliance from 61.3 to 80.2 percent.

**The Redland Police and Fire Departments** hosted **Safety Day** at **Moore Middle School** this spring. Seventh and Eighth grade students participated in hands-on demonstrations and police and firefighter exercises. **Mike Reiss** and **Dan Elton**, motorcycle officers for **Redlands Police Department**, presented bicycle helmet safety to groups and firefighter **Fred Clark** explained the importance of teamwork in dangerous situations.

### A REAL CUT UP

On a hot day in May, 35 emergency personnel of the **Lake Valley Fire Protection District** suited up in heavy gear and began cutting up cars! The one-day extrication training effort was lead by **Bill Burch** from **Diamondback Fire & Rescue** and included a barbecue lunch, courtesy of **Fire Chief Jeff Michael**,

**Brian Schafer** and **Curt Warren**. "Due to the mountainous terrain and extreme weather conditions of the area, we respond to many over the side, multi-casualty collisions that require rapid extrication," says **Captain Joe McAvoy**, "We are extremely grateful for grant support from the OTS." ●



# School Safety Observances Coming up

This fall more than six million California students are going back to school. Getting students safely to and from the classroom is a top concern for parents and school administrators.

The **Office of Traffic Safety** encourages all Californians to participate in two important national observances: **Walk Our Children to School Week**, Sept. 30-Oct. 4, and **National School Bus Safety Week**, Oct. 20-26. Local schools, law enforcement and parent organizations can use these observances to promote traffic safety in our communities. And by following child passenger safety laws, using proper safety equipment and knowing a few easy tips, children will get to school safely, year round.

A wealth of information is available to teachers, administrators, parents, and students on the OTS Web site at [www.ots.ca.gov](http://www.ots.ca.gov). A valuable tool for children, teens and adults, the site allows users to access a special kids site with interesting facts and fun learning activities that teach children to protect themselves in and around cars, school buses and on bicycles and scooters.

The OTS Web site also provides links to the **National Highway Traffic Safety Administration (NHTSA)**, **California Highway Patrol (CHP)**, **California State Automobile Association (CSAA)**, **SAFE KIDS** and many other sites with life saving information, games, and discussion guides. ●

# 3D Month is Just Around the Corner

With the recent warm weather and sunny days, it may be hard to believe that the holidays are around the corner.

December is **California's annual Drunk and Drugged Driving (3D) Prevention Month**. The **Office of Traffic Safety** is currently planning activities for this year's campaign and encourages organizations and individuals across the state to participate in this life-saving effort by conducting anti-DUI activities at the local level.

For more information, contact **Janet Lane** at (916) 262-0980.

# Red-Light Cameras Save Lives, State Study Reveals

Collisions caused by motorists running red lights dropped ten percent in areas with red-light cameras compared to no change in the number of collisions in other areas, according to a report on red-light cameras released by the Bureau of State Audits. Even more telling, after San Diego suspended use of its program in June 2001, collisions caused by red light violations increased citywide by 14 percent, based on four months of data. Finally, local governments themselves make little or no profit from their programs. Only two of the seven programs reviewed made significant revenues.

More than one-third of the red-light programs operated by local governments in California were surveyed, showing varying degrees of success. The City of Sacramento showed the sharpest decrease, where red-light related collisions at ten

intersections fell 44 percent. "Clearly, the use of cameras to detect red-light runners is saving lives," said **Teresa Becher**, Interim Director for the **California Office of Traffic Safety**.

Despite some operational and oversight concerns, the auditors review of available data indicated that collisions caused by red-light violations usually decrease after the introduction of red-light cameras.

According to 2000 data from the **California Highway Patrol (CHP)**, 25,014 crashes resulted from red-light violations in California, causing 93 fatalities and 14,868 injuries. Each fatality comes at a cost: the CHP estimates that each fatality costs society \$2.6 million, and other red-light collisions cost between \$2,000 and \$183,000, depending on their severity.

Red-light cameras are specialized cameras that take still or video photographs while the traffic signal is red. The cameras are only operational during the red-light phase and take photos of vehicles illegally entering the intersection.

What constitutes running a red light? According to the California Vehicle Code, a motorist violates the red-light traffic law by crossing the "limit line" and proceeding through an intersection after the light has turned red. ●



• Go to the report: [www.bsa.ca.gov](http://www.bsa.ca.gov)

# 2002 Summit goes Back to the Basics

**Back to the Basics** was the theme for the **2002 OTS Summit** in Orange County in May, as more than 500

multitude of traffic safety organizations and coalitions throughout the state.

The program trains local students to perform vignettes that reflect the consequences of drinking and driving.

Five impaired driving workshops examined DUI from a variety of angles, including innovative enforcement strategies

The conference provided a forum for attendees to interact with colleagues to assess traffic safety trends, discuss cutting-edge traffic safety technology and review case studies of successful



David Thompson, San Diego Safe Communities, shares his more than 70 years experience in the traffic safety field with a gracious audience.

The 2002 Summit came to a close with an award ceremony, highlighting the commitment and dedication of honored grantees and media partners. ●



OTS Coordinators Mark Bertacchi, Kim Garcia, Patricia Mora Rey and Dennis Hall enjoy the first day of the 2002 Summit.

attendees were treated to a wide range of topics presented by some of the nation's most influential speakers on traffic safety.

"Traffic safety is everyone's business, and that is why some of the brightest people in the nation came to offer

programs and campaigns.

Summit workshops provided a wealth of information on a variety of traffic safety issues, including DUI



Motivational Speaker Gordon Graham consults an advisor during the Summit Opening Ceremony.

enforcement, occupant protection, innovative enforcement technology and ways to create effective community partnerships.

for promoting underage drinking laws and targeting repeat offenders.

Workshop presenters shared vital topical information and distributed educational handouts, as well as engaged in interactive discussion forums with conference attendees.



Summit attendees were treated to the encouraging words of CHP Commissioner D.O. "Spike" Helmick.

their expertise on time-tested techniques and new, innovative strategies to improve our roadways," said OTS Interim Director, **Teresa Becher**.

The single largest state-sponsored gathering of traffic safety professionals in the nation, the Summit drew representatives from a

For example, one workshop featured a theatrical performance by high school students that deals with the consequences of driving while impaired.



Grantees from CHP and CA EMSA take a break in between traffic safety workshops.

STATE OF CALIFORNIA  
Gray Davis, Governor  
BUSINESS, TRANSPORTATION AND HOUSING AGENCY  
Maria Contreras-Sweet, Secretary  
OFFICE OF TRAFFIC SAFETY  
Teresa Becher, Interim Director  
Chris Murphy, Deputy Director  
Mike Marando, Editor  
Janet Lane, Associate Editor

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<http://www.ots.ca.gov>

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# Soccer, Hockey, Baseball Featured During '02 Sports Marketing Program

Building on the momentum of six successful years, the **California Office of Traffic Safety** is in the stretch drive of its 2002 Sports Marketing program. OTS identified the value of partnering with professional sports teams in 1995 and has since grown Sports Marketing into an award-winning, statewide program involving major and minor league teams.

Each partnering team hosts a special “Traffic Safety Day” at a home game where fans meet representatives from the OTS and **CHP**, as well as **Vince and Larry**, the **Crash Test Dummies**, **CHiPper**, and various grantees. Participating teams air public service announcements, often featuring athletes, in the stadium during games as well as on local radio and television stations.

The event days feature traffic safety exhibits which provide an opportunity for OTS and CHP staff to interact with the public and educate them on the importance of traffic safety issues such as buckling up, never drinking and driving, and California’s new booster seat law. At select events, bicycle and pedestrian grantees are invited to raffle bicycle helmets and demonstrate proper helmet fit. At Traffic Safety Day with the Sacramento River Cats, three lucky children won helmets for each child in their family.

The OTS assembled a winning line up this year which included the **Anaheim Angels**, **San Diego Padres**, **Sacramento Rivercats**, and **Modesto A’s** baseball teams. On the soccer field the OTS joined the **Los**

**Angeles Galaxy**, **San Diego Spirit** and **San Jose Cyber Rays**. Still to come, hockey enthusiasts will find the OTS on the ice with the **Bakersfield Condors** on November 6.

Through this innovative educational program, the OTS is able to reach a wide range of Californians, particularly its target audience of males 18-34 who are over represented in

traffic crashes, along with teens, parents and children. With a combined audience of more than 109,000 at these events, the OTS is scoring BIG in 2002. ●

## Candid Comments

### San Fernando PD Newsletter Makes Positive Impact

By Sgt. Michael Harvey



California is becoming more diverse and the demographic changes require that we, as traffic-safety professionals, present our message in innovative ways or risk losing many of our friends and neighbors to traffic collisions. Between 1990 and 2000, California’s Latino population increased by 42.6 percent. In Los Angeles County, Latinos now make up nearly one-third of the population. For many, Spanish is their primary or preferred language.

The City of San Fernando is situated in the northeast corner of Los Angeles County’s San Fernando Valley. The City of Los Angeles surrounds San Fernando and many of our traffic-safety issues relate to vehicles that are merely passing through our City. Our population is predominately Latino and for many of our residents, Spanish is their primary or preferred language.

To reach our diverse community, we must do so in languages they can understand and at places they frequent. In 1999, we received

a \$74,000 grant for our **Safer Streets Community Outreach Program**. We publish a bilingual (Spanish/English) traffic-safety newsletter, the Safety Zone, which carries our traffic-safety message to our residents and business community. The grant also paid for a series of Driving Under the Influence (DUI) checkpoints and our residential speed abatement program.

The community’s reception to our newsletter was outstanding. From the very first issue, our Department received requests for additional traffic-safety information. Subsequent issues included articles about child safety seats, youthful and older drivers, and drinking and driving. When we attend community functions, we now find a new interest in traffic-safety issues. During our DUI checkpoint operations, drivers often comment about how much they appreciate the checkpoints and how much they like the newsletter. Best of all, our DUI collisions are down and seat belt use is up.

I would like to thank **Patricia Mora Rey** and **Marilyn Sabin**, both of whom have been particularly supportive. When our first Spanish translation was less than brilliant, Patricia re-translated the newsletter. We are very grateful to **OTS** for the funding and support.

**Sergeant Michael Harvey** is Watch Commander and Traffic Safety Program Coordinator for the **San Fernando Police Department**.

# Your California OTS Team



Pictured, first row (sitting): Patricia Mora-Rey, Jeff Hammond, Bill Terrell, Michele Meadows. Second row (standing): Bill Jacobs, Marilyn Sabin, Kim Garcia, Teresa Becher, Debbie Hrepich, Janet Lane, Mark Bertacchi, Victoria Behbahani, Trina Nguyen, Stefani Bertelsen, Belinda Glenn, Suzi Haywood, Orantha Edington. Third row: Richard Woonacott, Mike Marando, Jennifer O'Hara; Back row: Chris Murphy, Karen Coyle, Dennis Hall, Jon Kirkham, Angela Brown, Don Uelmen, Balbina Mercado, David Doucette, Judy Netzel, Arnie Trotter. Not pictured: Shannon Brasfield, Tony Faeth, Albert Gomez, Annette Jones, Karen Neverkovec, Carolyn Taylor.

Pictured at left is the current staff of the **California Office of Traffic Safety**, dedicated to reducing fatalities and injuries resulting from motor vehicle crashes.

In the next issue of **TRACKS**, the OTS Fiscal Unit will be featured, highlighting staff who work behind the scenes to provide stewardship over OTS financial affairs.

## Impaired Driving, Occupant Protection Focus of New Statewide Traffic Safety Grants

With a focus on impaired driving and occupant protection, the State of California announced the award of \$30.3 million in traffic safety grants for FY 2003 earlier this year.

The grants include a concentrated effort to deter impaired driving, given the fact that alcohol-related injuries and fatalities in California have increased 4 percent between 1999 and 2000.

Programs for 2003 also include an emphasis on improving California’s impressive seat belt and child safety seat use records, including an intense public awareness and enforcement effort by the **California Highway Patrol** and law enforcement agencies statewide.

For a complete list of OTS traffic safety grants, go to [www.ots.ca.gov](http://www.ots.ca.gov).

